

KLTV, CHANNEL 7, TYLER, TEXASLOCALISM INITIATIVE

Local newscasts aired each week:

Daybreak (Morning News)	Monday-Friday	90 minutes
A portion of Daybreak each day is devoted to local farm and ranch news		
Morning Newsbriefs	Monday-Friday	20 minutes
Mid-Day News	Monday-Friday	30 minutes
East Texas News at 5 pm	Monday-Friday	30 minutes
East Texas News at 6 pm	Monday-Saturday	30 minutes
East Texas News at 10pm	Monday-Sunday	35 minutes
News Replay (late night)	Monday-Sunday	35 minutes

One-sixth (1/6th) of our overall weekday programming is committed to local news presentations. At KLTV-7 news, we live our brand of "Caring, Committed, Proud of East Texas". We are the number one news station in all of East Texas. Localism goes to the very heart of our success.

In the past year, we added another daily local noon newscast to serve our viewers.

Our news presentation reflects the values and standards of our viewers. Our local news coverage addresses the problems, needs and concerns of the communities we serve.

In this recent political season, our commitment to localism led us to present more than 3 hours of issue-oriented local political, and candidate coverage within our daily newscasts.

In addition to our daily coverage of local news, issues and events, we have developed creative and innovative on-going "special" reports that focus on local people and issues. Here are just a few:

- Proud of East Texas - weekly stories about local people and places that make East Texas a better place to live.
- Freedom Fighters - weekly stories profiling East Texas military veterans who served our country.
- Gift of Love - weekly stories profiling children in need of adoption. Through this program, more than 150 children have found permanent homes with caring families in East Texas.
- Power of Prayer - weekly stories on the importance of religion and faith in the lives of East Texans.
- Streets Of Speed - weekly stories focus on neighborhoods fighting the problem of speeding drivers who threaten their communities.
- Restaurant Reports - weekly reports on the health inspections of East Texas restaurants.
- Med Team Reports - daily reports keep our viewers in touch with the latest medical breakthroughs and treatments in East Texas and around the nation.
- Dr. Ed Dominguez - daily medical advice and consultation for all East Texans from a talented local doctor.
- Does It Work - weekly reports on new consumer products help East Texans avoid being ripped off.
- Pet Project - weekly local feature showcases our local Humane Society and pets in need of adoption.
- In The Kitchen - weekly local segment on our 5 PM news features local restaurant chefs and cooks.

The commitment to our presentation of important weather news and information goes to the very heart of localism within our newscasts. KLTV-7 will spend

\$500-thousand dollars in 2004 and 2005 on state of the art local radar, software, and other weather technology to protect the communities we serve and keep our viewers safe.

We have also dedicated ourselves to an important community project that takes weather education into East Texas classrooms. This project is a nightly feature in our weather presentation. Through this innovative program, called WeatherNet, we and our sponsors provide weather monitoring equipment and teaching materials to teachers in dozens of local classrooms. (More on this program below)

We also offer East Texans a number of innovative weather warning systems to protect them from harm. KLTv 7 sends weather warnings and updates to more than 20,000 local subscribers through a web based project called "My Personal Forecast".

Using a telephone based service known as "ThunderCall", hundreds of East Texas subscribers receive automated phone calls from our KLTv meteorologists to business, home or cell phones throughout the area when threatening weather develops.

Last but not least, local "weather watchers" bring community based weather reports to our news presentation each night.

Local sports are an important interest of many East Texas viewers. Our sports commitment focuses on local schools and athletes with daily reports within our newscasts.

And our commitment to localism goes beyond our daily newscasts. Our local production of many special programs satisfies the needs and interests of our viewers:

* Local Politics & Issues

In the 5 weeks leading up to this year's November election, KLTv will present more than 12 hours of free air time to local political candidates.

*. The Red Zone

A locally produced high school football highlights program. Airs live on Fridays at 11:35 pm with a Sunday, 5:00 pm repeat. Features scores and highlights from East Texas area football games.

*. Inside East Texas

A weekly local public affairs program that provides a forum for the discussion of local problems, needs and concerns. Sundays 8:30 am & late night repeat

* Power of Prayer

A half hour locally produced program which airs each quarter in prime time.

The program examines how prayer has impacted the lives of people from our East Texas area in a positive way and is comprised of interviews with people who have experienced the power of prayer.

* East Texas Angler

A half hour locally produced fishing program which airs March-August, Saturdays at 5:00 pm. Program features host with weekly guests fishing on area lakes.

* Telethons:

MDA Telethon airs each Labor Day. Program is 20 + hours in length with local cutaways. Proceeds are used to fund Muscular Dystrophy research and patient services.

United Negro College Fund Telethon airs 4-hours each January. Proceeds fund scholarships to benefit historically black colleges in the East Texas area.

*. Political programs:

KLTV has aired four one-hour Inside East Texas political programs during the month of October. These programs featured numerous candidates for political office in the East Texas area.

KLTV aired two one-hour prime time debates featuring First Congressional District candidates Louis Gohmert and Max Sandlin.

* PROJECT TORNADO

The month of April begins a 90-day period of the year in which tornadoes are most likely to occur in East Texas. With that in mind, KLTV's Weather Team has designed a month long education campaign called PROJECT TORNADO.

PROJECT TORNADO is a multi dimensional community service program concerned with tornado safety. Texas has twice as many tornadoes per year as any other state so there is a real need for safety education. KLTV Meteorologists visit area schools during the month. They show a special video containing spectacular footage of tornadoes showing the incredible power of these storms and just what kind of damage they can cause.

Each student will also receive a free booklet on tornado safety. The goal is to get safety information out to as many East Texans as possible. This year 15,000 booklets were distributed to area school children. In the past 30 years over 350 twisters have touched down in East Texas. KLTV's Weather Team presents special reports on air throughout the month as well.

KLTV'S NEIGHBORHOOD WEATHERNET PROGRAM

KLTV's Neighborhood WeatherNet Program is an educational program in partnership with the University of Texas Health Center in Tyler and numerous Independent School Districts in the East Texas area designed to raise the level of awareness of math and science in school students ages Kindergarten through grade 12.

The program consists of computers and individual weather stations that are installed in schools around East Texas. The equipment enables students and professionals to access real time weather data. The instruments display information like: temperature, wind direction and speed, humidity, rainfall, amount of sunlight, dew point and barometric pressure. Teachers and instructors are then able to use this information in a "hands on" approach with the students. This not only brings the latest technology and weather information into the classroom, it also encourages students to apply the scientific data to real life situations.

Educational symposiums are conducted each semester encouraging students to use the information they collect from their weather stations to answer challenging topics like: "How does barometric pressure affect our weather in East Texas?" And, "what effect does humidity have on our weather?"

Not only can students use the Neighborhood WeatherNet program in the classroom, they can now access the sites on the Internet through KLTV's web site. A report

from a school weather station is given within our daily newscasts with data taken from a different site each day.

* Ascertainment efforts:

KLTV posted a community response poll on their web site in the year 2003 to gather information from the community at large regarding issues of concern. All the data gathered from this effort is compiled and distributed to staff for use in structuring programming to address current community issues and concerns. The poll remains posted on KLTV's web site. We also have an e-mail address posted on the web site for the public to submit comments to KLTV. All messages received are saved for the Public File and shared internally as appropriate. Questions submitted by viewers via e-mail receive a response from members of KLTV's management team.

KLTV has a dedicated voice mail box for the public to call in questions, concerns or comments about our programming. Each message is forwarded to the appropriate department for review and response as needed.

KLTV - STATION PARTICIPATION IN
COMMUNITY ACTIVITIES

ANGEL TREE - SALVATION ARMY

KLTV partners with the Salvation Army each year to help make East Texas children's Christmas wishes come true. KLTV featured Angel Tree children on our 5pm & 10pm local newscasts. 19,131 gifts were collected this year to be distributed to children in need. These gifts were distributed to 6, 377 children in our community. Each child received an average of 3 gifts.

CHILD ID CARDS

KLTV is committed to the safety of our East Texas children. Because of our commitment, KLTV 7 News has provided free identification cards to thousands of children in our viewing area.

- Tomato Festival - Jacksonville - \$3,600
- School Supply Train - Longview - \$3,600
- East Texas State Fair - \$3,600
- Lindale Country Fest - \$3,600

Total - \$14,400

COATS FOR KIDS

Each November KLTV partners with PATH (People Attempting to Help Others) to help collect coats for underprivileged children.

KLTV helps publicize this need and also participates as a drop off site.

3,000 coats were collected from all over East Texas and were distributed to children in the KLTV viewing area.

Promotion \$5,000
Production \$300

SCHOOL SUPPLY TRAIN

KLTV helps head a campaign and drive to collect school supplies for children whose families are unable to purchase their needed supplies themselves. 37,000 school supplies were given to children in 48 Smith County schools. These children were able to go to school with supplies they might not have been able to have without the School Supply Train.

Total amount of supplies donated: 9,312
 Total amount of money donated to buy supplies: \$14,000
 Total amount of supplies bought & given with monetary donations: 28,552

MUSIC

KLTV has utilized a local artist and school choir to sing and compose music to use on our station.

Daybreak birthday club song
 Honor our troops music
 50th Anniversary Music

KLTV.COM

The Community link on KLTV.COM offers:
 Community Calendar - open to the public to post upcoming community events
 Special Non Profit events are highlighted on the community page to make it easy for the community to get all details on an event and link to their website.

KLTV 2003 - 2004 PUBLIC SERVICE ANNOUNCEMENTS

PROMOTION AIR TIME \$ ADDITIONAL COVERAGE

MDA Telethon	59,000		
City of Tyler Neighborhood Services Dept.		6,200	
PATH-Coats for Kids 10,000 news story			
Boys & Girls Club- Fistful of Dollars			8,200
Children's Art Project 7,300			
Gregg County Crimestoppers - Oil Field Theft		4,800	
Gregg County Crimestoppers - Auction		1,200	
American Heart Ball 1,300			
Jr. League of Longview-Mardi Gras Menagerie		5,100	
Knights of Columbus 4,000			
East Texas Literacy Council 1,100			
East Texas State Fair Child ID's		1,500	
Every 15 Minutes - Whitehouse, TX X		500	
Keep Whitehouse Beautiful - Don't Mess With Texas			X 8,300
Afterschool Alliance - Ping Pong X		4,400	
Camp Fire USA - Camp Fire Direction X		1,900	
Drunk Driving Prevention X		3,200	
West Nile Prevention - TAB X		1,200	
Women In Children X	3,200		
Project Safe Neighborhoods - TAB X		2,200	
Lack's Trim A Trees X	1,600		
Character Education - The Race X		14,700	
Spirit of Community X	15,900		
Campaign for Freedom X	12,100		
Character Education - The Locker X		3,400	
East Texas Food Bank - Virtual Food Drive X		7,000	news story, online link
Hiway 80 Rescue Mission Ministries X		9,800	news story

UNCF Evening of Stars	7,000			
Path - School Supply Train	7,000	news story		
Working Woman's Conference	3,700			
Corporate Challenge	3,500			
Lindale Country Fest - Child ID's	X	1,500		
Tomato Fest - Child ID's	X	1,500		
School Supply Train Longview - Child ID's	X	1,500		
Sabine Valley - Dinner with a Champion	X	2,900		
St. Gregory Fun Run	X	1,900		
Social Workers Texas Chapter	X	24,000		
Longview Community Ministries	X	6,300		
Arthritis Walk	X	3,700		
Bull Bash	X	6,200	news story	
ArtsView Children's Theater	X	1,800		
UT Patriot Hole in One	X	2,900		
Foundation for a Better Life - Pass It On		X	30,500	
Foundation for a Better Life - Character Education		X	14,700	
MindShare	X	9,600		
Advertising Council - Racial Cooperation		X	12,700	
Advertising Council - Earthshare		X	10,400	
Americans for the Arts	X	6,700		
Junior League of Tyler - Bargain Safari		X	2,100	
Texas Runaway Hotline	X	13,000		
TV Access - Personal Locator Beacons		X	9,200	
Shriner's Hospital	X	3,400		
American Dental Association	X	2,900		
Homes for Habitat - Cookin' Up Homes for Habitat			X	8,300
Houston Texans Outreach Tour	X	2,100		
Be Safe Child - Color the Day	X	7,200		
Helping Children with Divorce	X	5,800		
Walk A Mile - Association for Retarded Citizens	X		6,100	news story
Big Bass Bonanza	X	4,900	news story	
CASA - Justice is Served	X	3,400	news story	
Dollars Against Diabetes	X	2,000		
ArtsView Children's Theater- Summer Camp		X	4,800	
Texas Asthma Camp	X	4,300		
Boys & Girls Club - National Kids Day	X	7,500		
Texas Department of Agriculture Nutrition and Family		X	4,300	
Drug Free Texas	X	29,400		
Narconon Arrowhead	X	7,000		
Boy's and Girls Club Golf Championship		X	3,000	
MDA Rodeo	X	3,000		
MDA Golf Classic	X	1,200		
MDA Telethon	X	10,900		
Buckner Children School Supply Train	X	1,900		
Literacy of Tyler Spelling Bee	X	1,500		
Children's Advocacy Center	X	3,600		
West Nile Prevention - TAB	X	100		
Army National Guard	X	9,100		
Heart of Tyler Blue's Festival	X	2,200		
Discovery Science Place Mad Scientist Gala	X	300		
Cystic Fibrosis	X	3,100		
American Cancer Society Relay For Life	X	2,400		
Meals on Wheels -Adopt A Grandparent		X	6,400	
Foundation of A Better Life- Pass It On Patience		X	22,100	
TOTAL:	\$	557,600.00		

